

WHAT IS CLAIMED IS:

1. A profit sharing method executed by a server computer,  
comprising:

5 a step of obtaining pieces of answer information each  
specifying an option selected by a participant from options  
corresponding to an element which characterizes a commercial  
article;

10 a step of specifying one option as an adopted option  
corresponding to the element, based on the pieces of answer  
information obtained in said obtaining step;

a step of assigning predetermined points to a participant  
who selected the option equivalent to said adopted option; and

15 a step of determining an individual return value which  
should be given to the participant in accordance with the points  
assigned to the participant.

2. The method according to claim 1, wherein  
one of the options selected by most participants is  
specified as the adopted option in said specifying step.

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3. The method according to claim 1, wherein  
each piece of answer information specifies, as to a  
plurality of elements, options which characterize the  
commercial article, respectively.

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4. The method according to claim 1, wherein  
said determining step determines the individual return

value by multiplying points assigned to the participant by a unit return value calculated by dividing a total return value equivalent to an amount of money should be returned to the participants by a total of the points assigned to respective  
5 participants.

5. The method according to claim 1, further comprising a step of transmitting a piece of selection information indicating the options corresponding to the element to a client  
10 computer of the participant that is connected to said server computer.

6. The method according to claim 1, further comprising a step of creating image data of the article characterized by  
15 the adopted option.

7. A profit sharing method executed by a client computer connectable to a server computer, comprising:

a step of obtaining pieces of answer information each specifying at least an option selected by a participant from  
20 options corresponding to an element which characterizes a commercial article; and

a step of sending the answer information obtained in said obtaining step to the server computer for making said server  
25 computer execute:

a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer

information obtained in said obtaining step,

a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option, and

5 a step of determining individual return values should be respectively given to participants in accordance with the point assigned to the participants.

8. A computer readable medium containing a profit sharing  
10 program comprising:

a module making a server computer execute a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article;

15 a module making the server computer execute a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer information obtained in said obtaining step;

a module making the server computer execute a step of  
20 assigning predetermined points to a participant who selected the option equivalent to said adopted option; and

a module making the server computer execute a step of determining individual return values should be respectively given to participants in accordance with the points assigned  
25 to the participants.

9. A program product comprising:

a module making a server computer execute a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article;

5 a module making the server computer execute a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer information obtained in said obtaining step;

10 a module making the server computer execute a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option; and

15 a module making the server computer execute a step of determining individual return values should be respectively given to participants in accordance with the points assigned to the participants.

10. A profit sharing system comprising:

a server computer connectable to a client computer; and

20 a storing device containing a profit sharing program comprising:

a module making the server computer execute a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article,

a module making the server computer execute a step of specifying one option as an adopted option corresponding to

a module making the server computer execute a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option, and

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a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article;

a step of developing a commercial article on the basis  
20 of the adopted option specified in said specifying step.